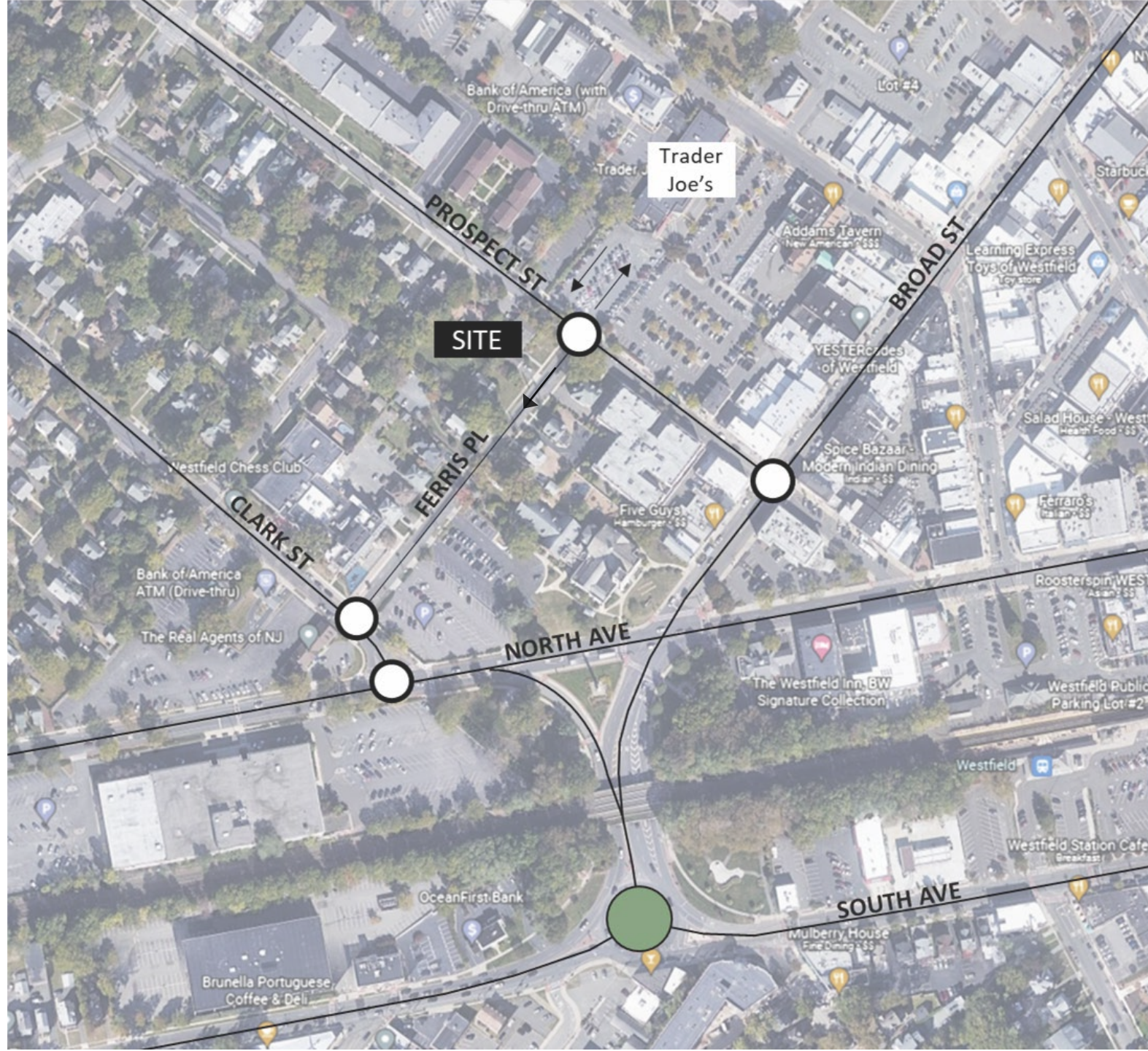


# The Sophia Proposed Multi-Family Development

201 Prospect Street

*Town Council Meeting  
April 26, 2022*



# Agenda



Project Location



Planning Context



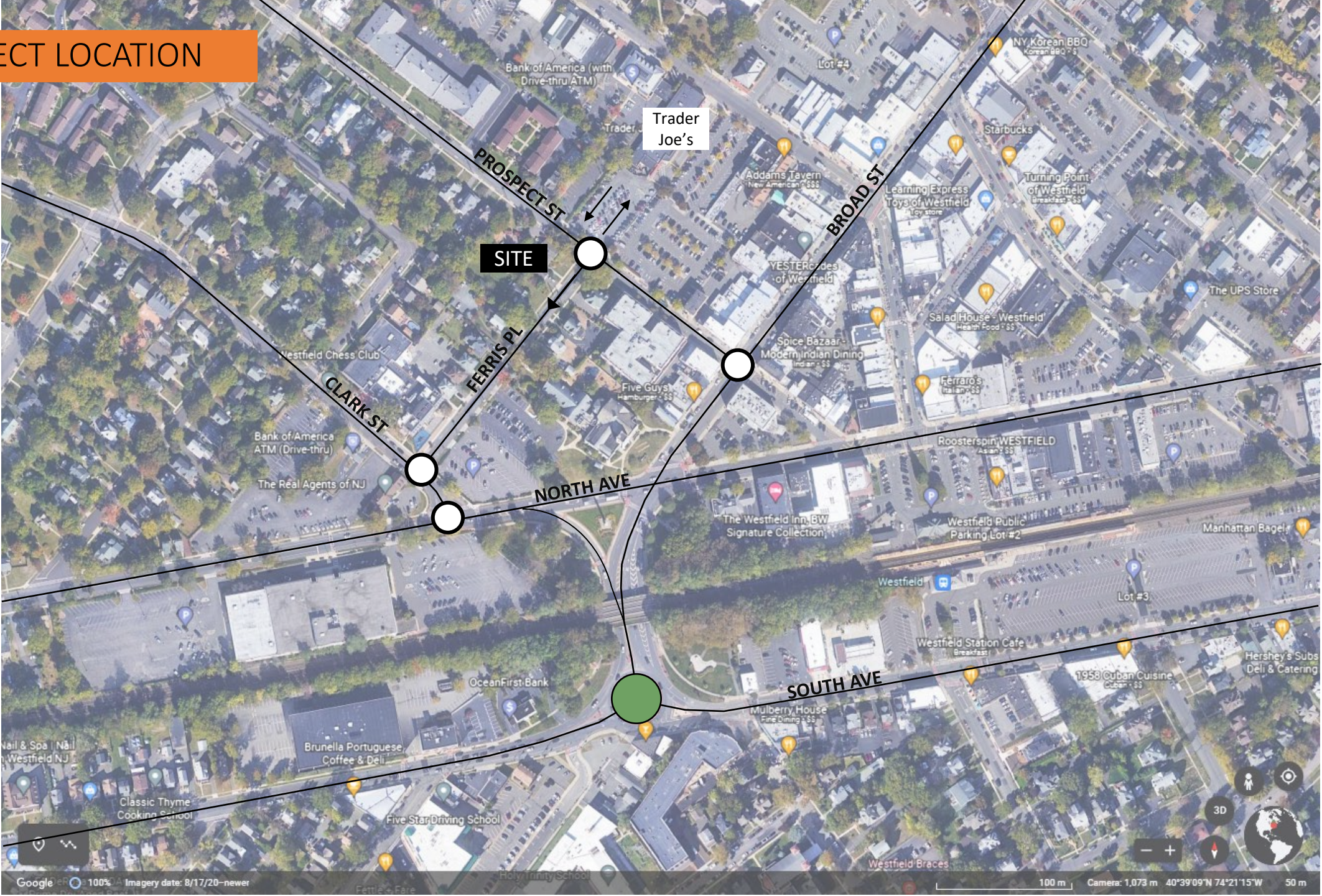
Traffic Study Review Process



WSP Review of Traffic Study



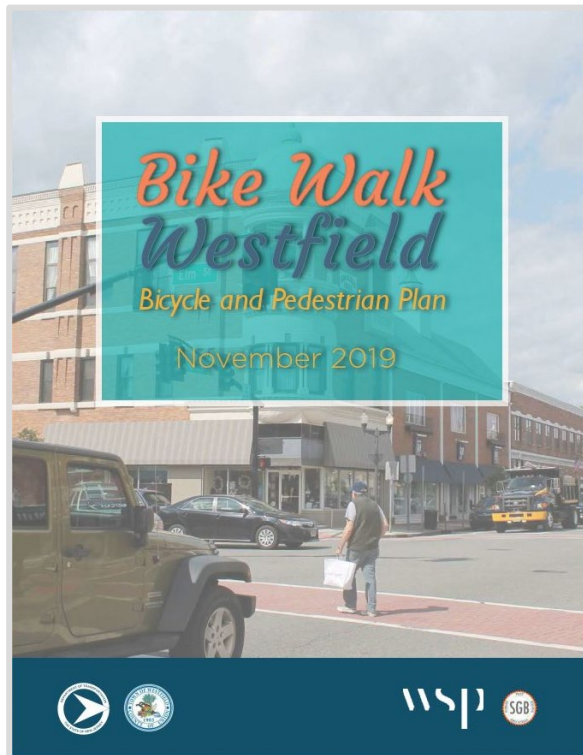
PROJECT LOCATION





# Planning Context

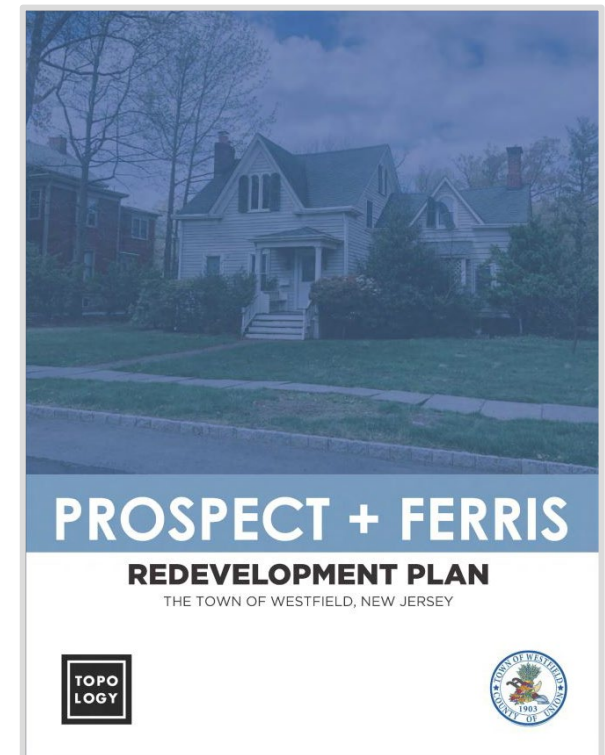
## Bike Walk Westfield (2019)



## Unified Land Use + Circulation Element (2021)



## Prospect + Ferris Redevelopment Plan (2021)





# Traffic Study Review Process

- **Traffic Impact Studies (TIS)** are typically:
  - Conducted by developer's traffic engineer
  - Reviewed by Town engineer/consultant
  - Submitted and reviewed as part of the Site Plan Approval Process
- Per the *Prospect + Ferris Redevelopment Plan*, the developer for 201 Prospect Street was required to submit a traffic study prior to execution of a **Redevelopment Agreement**

## 5.4 Traffic Impact

Any Redeveloper pursuing a project in furtherance of this Plan shall conduct a Traffic Impact Study ("TIS").

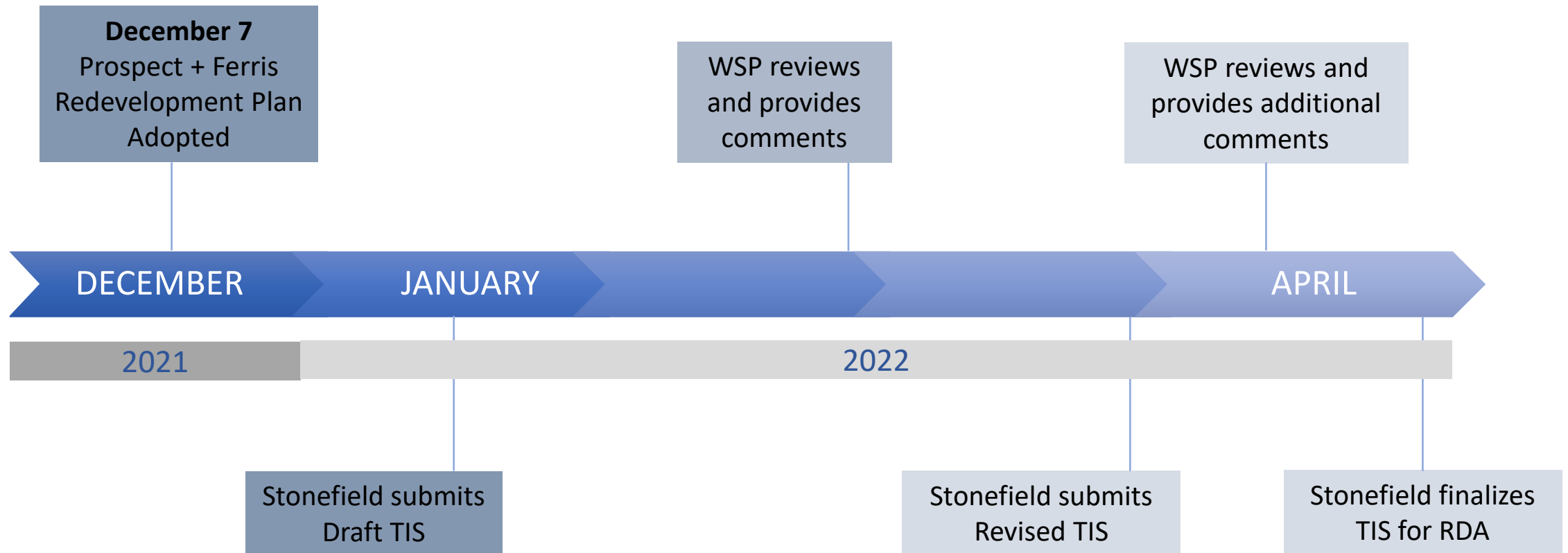
The TIS shall conform with applicable standards published by the Institute of Transportation Engineers ("ITE") and shall be included as an attachment to the Redevelopment Agreement. The analysis shall determine the site peak hour generation as well as the roadway peak hour and study the critical hours. The TIS shall study, at minimum, the following intersections:

- Ferris Place and Prospect Street
- Ferris Place and Clark Street
- Prospect Street and E Broad Street

The primary purpose of the TIS is to determine the impact of the project on traffic patterns and if additional infrastructure improvements will be necessitated by redevelopment of the Area. The study shall also evaluate pedestrian phasing of traffic signals and recommend sidewalk/pedestrian measures to encourage safe streets and traffic calming in and around the Area. Any mobility improvements required in connection with implementation of the Redevelopment Plan shall be included in a Redevelopment Agreement to be executed by the Redeveloper and Town.



# Traffic Study Review Process





# WSP Review of Traffic Study Review Comments

After reviewing the study, WSP asked Stonefield to:

- **Expand the scope** to include the intersection of North & Clark (recommended by Mayor and Councilmember)
  - Accompanied by “Gap Analysis” along North Avenue
- **Collect additional traffic count data** to understand impacts of COVID on travel patterns (in particular, the YMCA)
  - Re-analyze study intersections based on this new data
- **Conduct traffic warrant analysis** at intersection of Prospect & Broad based on FHWA criteria:
  - This was a recommendation from the Town’s Bike/Walk and Master Plan
  - The analysis is based on existing traffic volumes





# Prospect + Ferris Redevelopment Plan Traffic Impact Study

Prepared By: Stonefield Engineering & Design



# Proposed Development

## Multi-family Mixed Use Development

64-Dwelling Units

500 SF Ground Floor Retail

96 Parking Space below structure

Parking Access along Ferris Place

Drop-off/Pick-up and Loading along Ferris Place





# Data Collection

## Traffic Counts Conducted

Saturday, October 16, 2021 (11 AM - 2 PM)

Thursday, October 21, 2021 (7 AM - 9 AM, 4 PM - 7 PM)

Wednesday, December 8, 2021 (4 PM - 7 PM)

Thursday, December 9, 2021 (7 AM - 9 AM)

Saturday, December 18, 2021 (11 AM - 2 PM)

Tuesday, April 5, 2022 (7 AM - 9 AM, 3 PM - 6:30 PM)

Consulted NJDOT data collected in April 2019

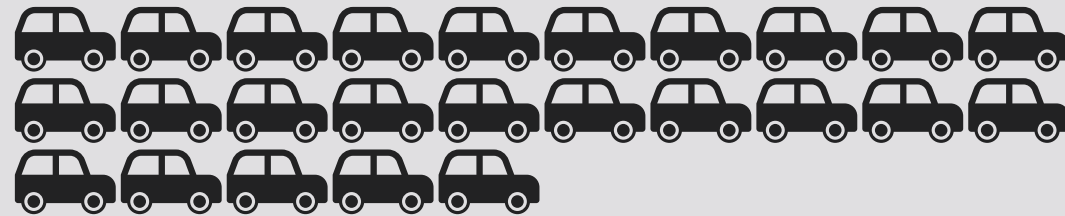




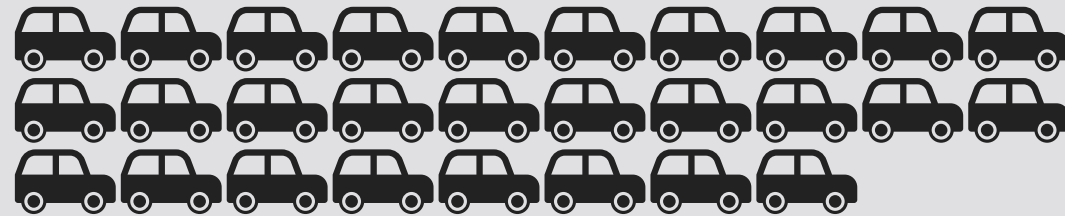
# Trip Generation (Peak Hour) - ITE National Numbers



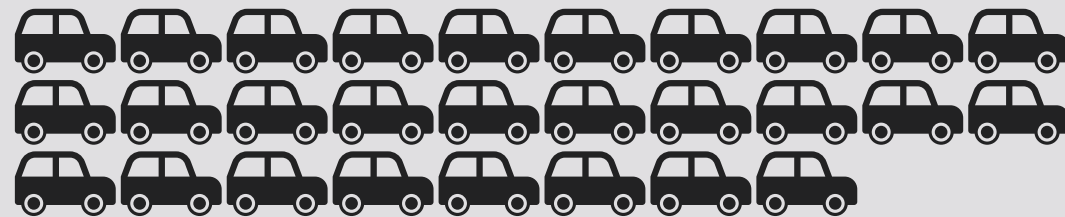
AM



PM

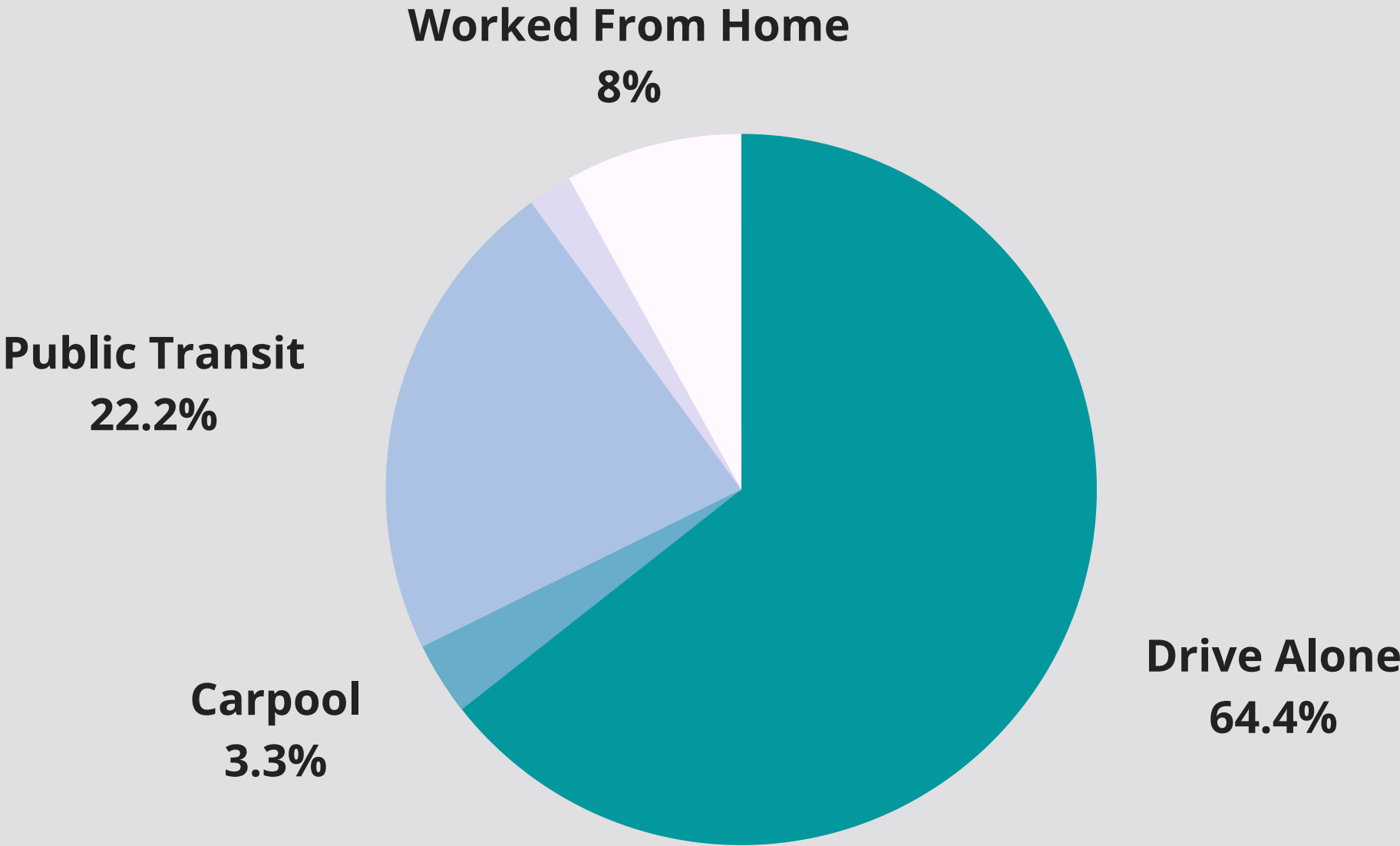


SAT

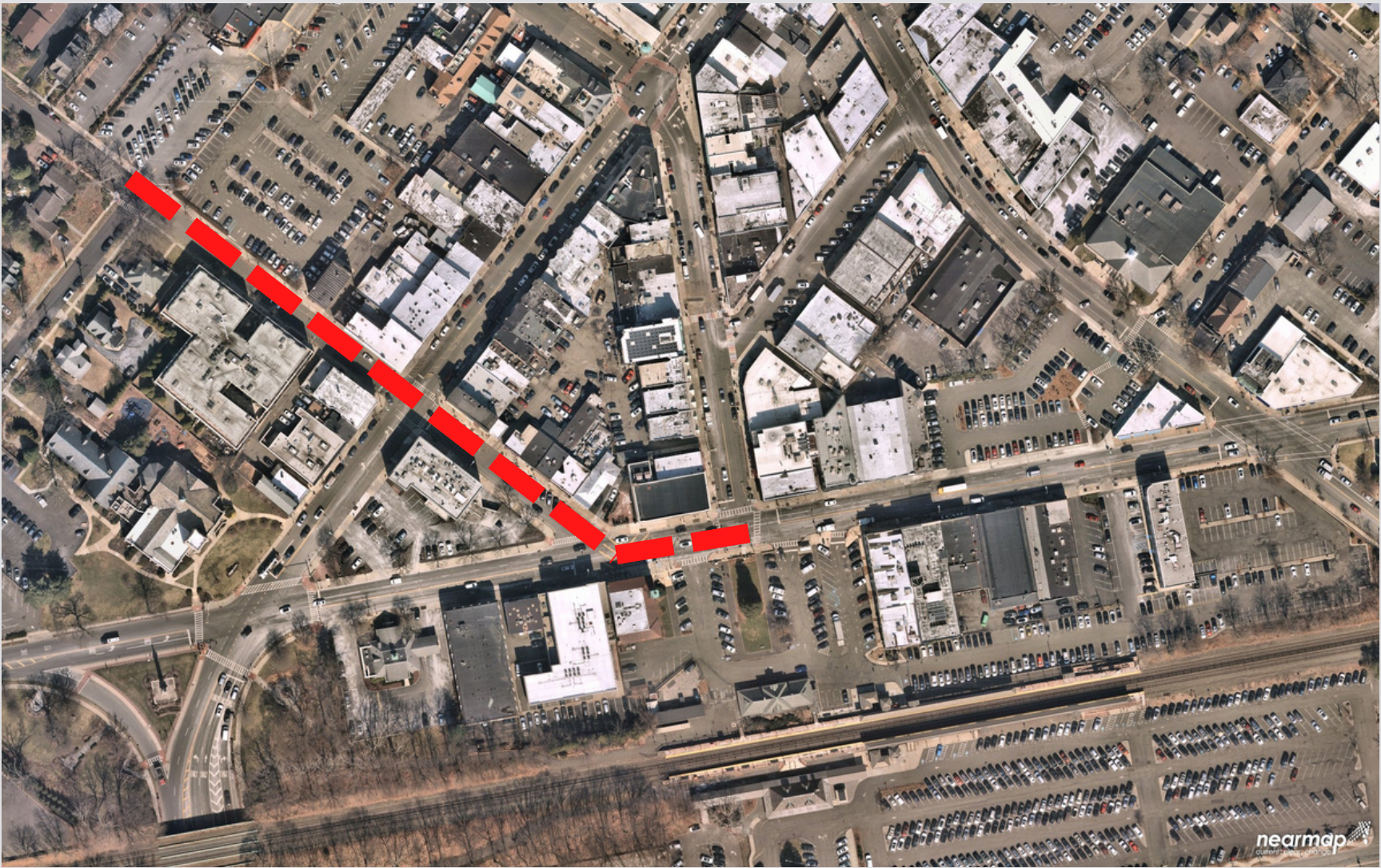




# Westfield Commuting Characteristics



US Census 5-Year Estimate 2019

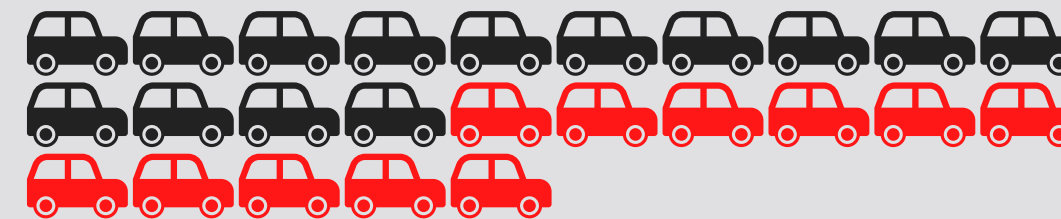
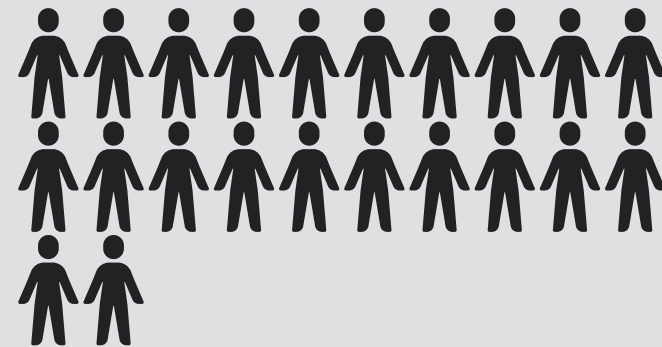




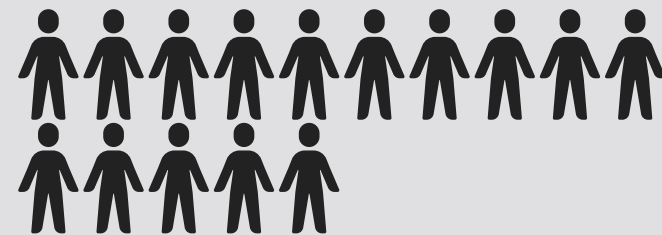
# Trip Generation (Peak Hour) - Based on Local Data



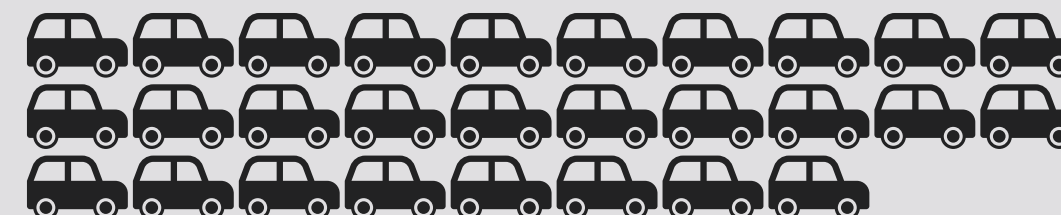
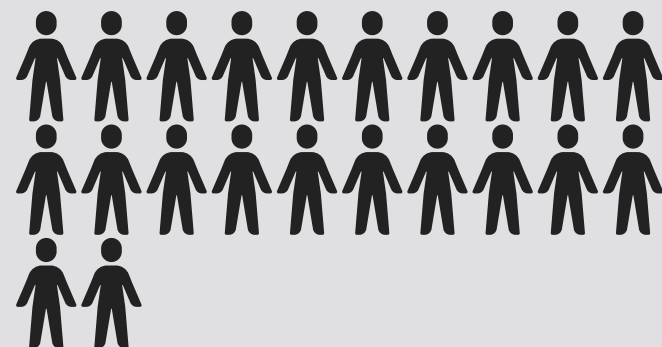
AM



PM



SAT





# Proposed Traffic Flow





# Traffic Volume Increase

## Prospect Street & Ferris Place

AM - +1.4% (7 veh)

PM - +3.4% (17 veh)

SAT - +3.0% (15 veh)

## Prospect Street & Broad Street

AM - +0.4% (5 veh)

PM - +1.0% (13 veh)

SAT - +0.9% (12 veh)





# Traffic Volume Increase



## Clark Street & Ferris Place

AM - +4.2% (18 veh)

PM - +2.3% (11 veh)

SAT - +3.2% (13 veh)

## Clark Street & North Avenue

AM - +0.6% (10 veh)

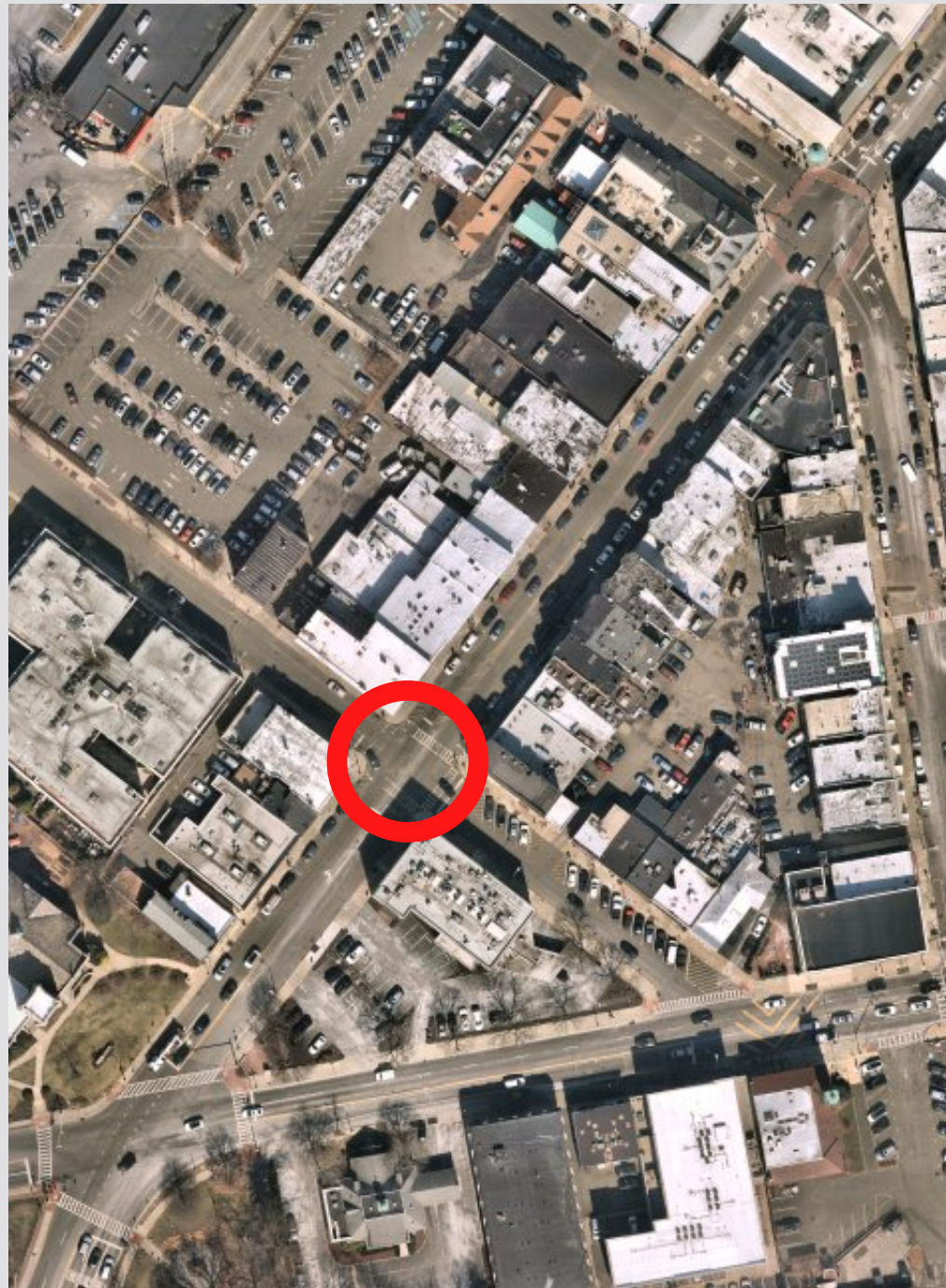
PM - +0.4% (6 veh)

SAT - +0.5% (7 veh)



# Warrant Analyses

## Prospect Street & Broad Street



**All-Way Stop Warrant Analyses**  
Minimum Threshold Met in Existing Condition

**Traffic Signal Warrant Analyses**  
Minimum Threshold Met in Existing Condition



# Access and Parking

- 96 Parking Spaces Provide On-Site (1.5 Per Unit)
- Access Solely on Ferris Place
- Minimum 15 EV Ready Parking Spaces
- Loading/Drop Off Pickup Area on Ferris Place
- Bumpout for Improved Pedestrian Safety



# WSP Review of Traffic Study Overall Findings

WSP found the traffic study methodology follows standard practice per NJDOT, Union County, and Institute of Transportation Engineers (ITE):

- Traffic Data Collection
- Proposed Trip Generation
- Trip Assignment/Distribution
- SYNCHRO Analysis Results
- Site Circulation/Parking Supply





# WSP Review of Traffic Study

## Prospect Street Initiatives

In response to on-going local concerns, the Town has actively been pursuing multiple actions to improve circulation along Prospect Street, which include:

- **Camera Video:** Collected/analyzed video camera data along Prospect Street to address circulation and loading issues
- **Trader Joe's Lot:** Developing concepts and having discussions with owner to reconfigure parking lot to provide internal circulation
- **Municipal Lot:** Developing plans to improve entrance/exit condition
- **Ordinance 2022-12:** Advancing package of safety and operational enhancements along Prospect Street



# PROSPECT ST CAMERA DATA & ANALYSIS

## SB Camera (Trader Joe's Lot)

	Wednesday 1/12/22		Saturday 1/15/22		Total
	8am-9am	4:30pm-5:30pm	11am-12pm	12pm-1pm	
U-turns in/out of Parking Lot	11	22	35	40	108
Total turns out of Parking Lot	59	120	122	147	448





# PROSPECT ST @ TRADER JOE's - EXISTING





# PROSPECT ST @ TRADER JOE's - CONCEPT



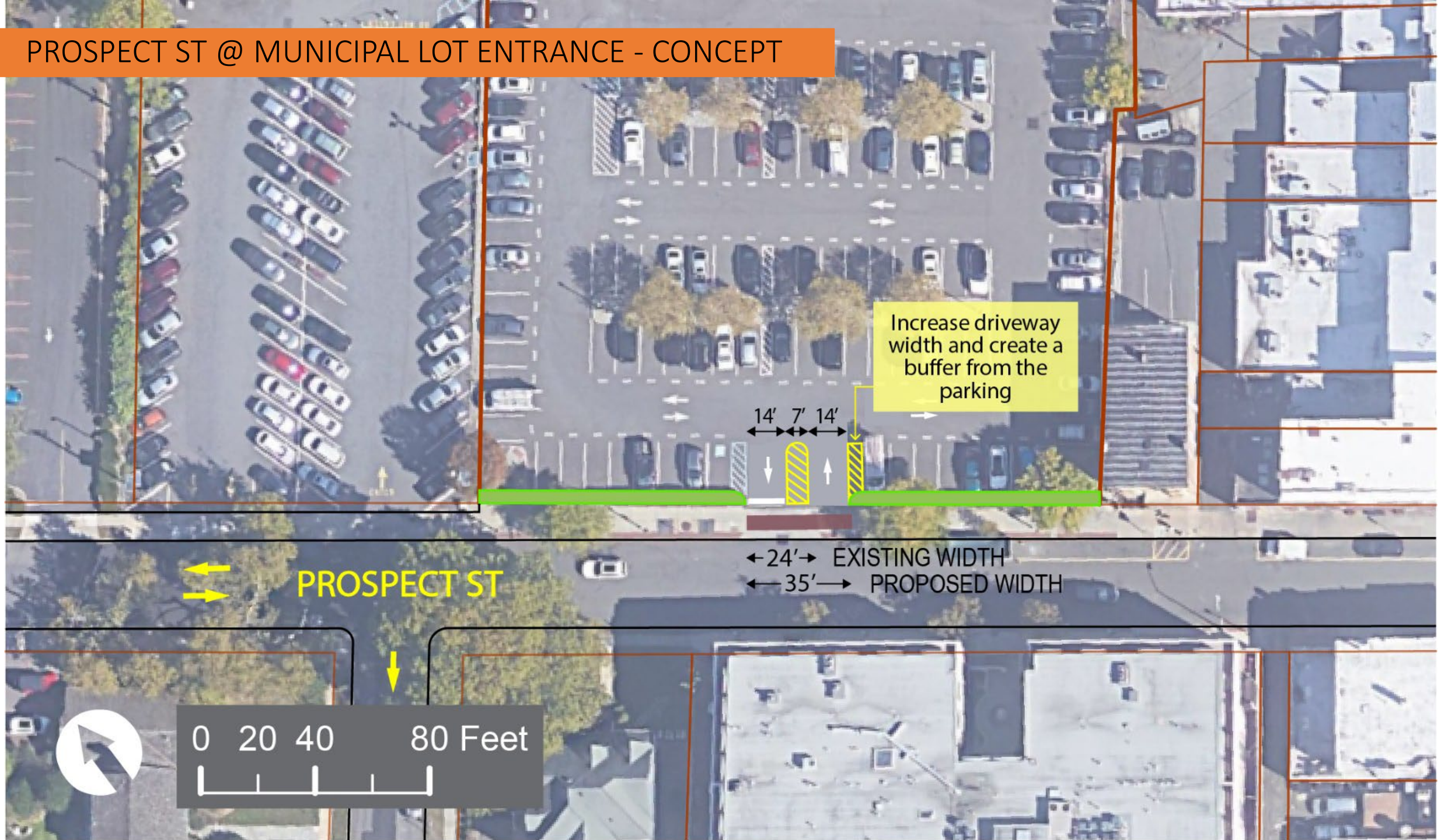


# PROSPECT ST @ MUNICIPAL LOT ENTRANCE - EXISTING





PROSPECT ST @ MUNICIPAL LOT ENTRANCE - CONCEPT





# WSP Review of Traffic Study

## Prospect Street Safety/Operations Enhancements

### GENERAL ORDINANCE NO. 2022-12:

- Introduced at Town Council Meeting on **April 5<sup>th</sup>, 2022** by Public Safety, Transportation, and Parking Committee
- To be voted on at tonight's meeting

### Components of ordinance:

1. Modify **loading zone hours** on north side of Prospect Street to better correlate with observed loading periods (6 AM – 6 PM).
2. Modify **loading zone length** in front of Bovellas to facilitate safe right turns from E. Broad onto Prospect
3. Add **Left Turn Restriction** from Prospect onto E. Broad to improve pedestrian and vehicular safety





# The Sophia Proposed Multi-Family Development

201 Prospect Street

*Town Council Meeting*

*April 26, 2022*

